



Mr Price Group Limited

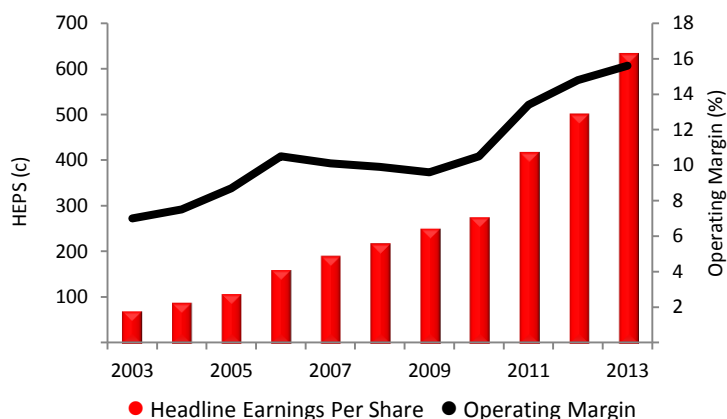
AUDITED GROUP RESULTS AND FINAL CASH DIVIDEND DECLARATION FOR THE 52 WEEKS ENDED 30 MARCH 2013

This short form announcement, which is a summary of the full announcement and which does not contain full details, is the responsibility of the Directors. The full announcement and additional information contained in the presentation to the Investment Analyst Society, on which investment decisions should be based, are available, at no charge, on SENS, at the Mr Price Group Limited registered office (Monday to Friday, 08H00-16:30) and on the Group's website: www.mrpricegroup.com/InvestorRelations/ReportsResults.aspx

HIGHLIGHTS

52 weeks ended	2013 30 March	2012 31 March	% change
Revenue (R'm)	13 720	12 122	13.2
Operating profit (R'm)	2 072	1 741	19.0
Operating margin (%)	15.6	14.8	
Earnings per share (c) - Basic	627.6	500.9	25.3
- Headline	635.5	503.0	26.3
Dividend per share (c) - Annual	398.0	314.0	26.8
- Final	265.0	220.4	20.2
Return on net worth (%)	46.4	43.8	
Return on shareholders equity (%)	51.1	47.2	

HEPS AND OPERATING MARGIN



FINAL CASH DIVIDEND DECLARATION

Notice is hereby given that the Board has declared a final gross cash dividend of 265.0 cents per share (225.25 cents net of dividend withholding tax) per ordinary and B ordinary share. The dividend has been declared from income reserves and no STC credits have been used. A dividend withholding tax of 15% will be applicable to shareholders who are not exempt. The salient dates for the dividend are as follows:

Last date to trade 'cum' the dividend	Thursday	13 June 2013
Date trading commences 'ex' the dividend	Friday	14 June 2013
Record date	Friday	21 June 2013
Payment date	Monday	24 June 2013

Shareholders may not dematerialise or rematerialise their share certificates between Friday, 14 June 2013 and Friday, 21 June 2013, both dates inclusive.

On behalf of the board

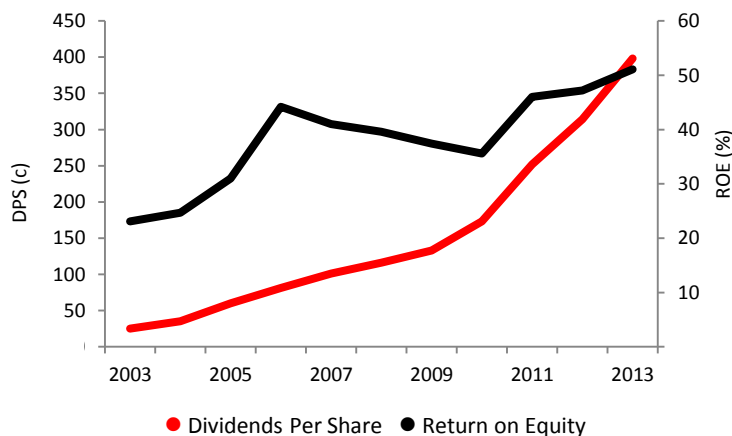
NG Payne Chairman

SI Bird Chief Executive Officer

Durban

22 May 2013

DPS AND RETURN ON EQUITY



27 YEAR COMPOUND ANNUAL GROWTH RATE - HEPS : 23.5% DPS : 25.3%



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**Mr Price Group Limited
Directors**

Registration Number: 1933/004418/06 · Incorporated in the Republic of South Africa · ISIN: ZAE000026951 · JSE Code: MPC
LJ Chiappini* (Honorary chairman), SB Cohen* (Honorary chairman), NG Payne* (Chairman), SI Bird (Chief executive officer), MM Blair (Chief financial officer), K Getz*, MR Johnston*, RM Motanyane*, D Naidoo*, MJD Ruck*, WJ Swain*, M Tembe*, N Abrams*^, TA Chiappini-Young*^, SA Ellis^ * Non-executive director, ^ Alternate director

Rand Merchant Bank (a division of FirstRand Bank Limited)
Computershare Investor Services (Pty) Ltd

**Sponsor
Transfer Secretaries**